MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK2824 – CONSUMER BEHAVIOR
DISTANCE EDUCATION

2 MARCH 2016
2.30 p.m- 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (*excluding* the cover page) with 5 questions only.

2. Answer ALL the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION ONE

Discuss how personality influences consumer behaviour based on:

(a) Psychoanalytic Theory (10 marks)

(b) Sociopsychological Theory. (10 marks)

Illustrate your answer with an appropriate example for each theory.

(Total: 20 marks)

QUESTION TWO

Assume that you have conducted a survey and collected the rating (+3/-3) about the consumer evaluations and beliefs towards the running shoes of Brand A and Brand B based on six attributes (i.e., shock absorbent, price less than RM50, durability, comfort, desired color, arch support).

Attributes	Evaluations	Beliefs (Brand A)	Beliefs (Brand B)
Shock absorbent	+2	+2	+1
Price less than RM50	-1	-3	-1
Durability	+3	+3	+1
Comfort	+3	+2	+3
Desired color	+1	+1	+3
Arch Support	+2	+3	+1
Total scores			

(a) Based on the Multiattribute Attitude Model, calculate the total attitude scores for Brand A and Brand B. (5 marks)

(b) Describe the strengths and weaknesses of Brand A in comparing with Brand B. (5 marks)

(c) Discuss the ways to enhance consumer belief (positive) towards Brand B based on the Multiattribute Attitude Model. (10 marks)

(Total: 20 marks)

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QUESTION THREE

"Reference groups affect individual consumers in different ways and to different degrees, depending on individual characteristics and product purchase situations."

Based on the above statement, discuss how reference groups influence individuals via the following ways with appropriate example for each way:

(a) Socialization (5 marks)
(b) Self-concept (5 marks)
(c) Social comparison (5 marks)
(d) Conformity (5 marks)

(Total: 20 marks)

QUESTION FOUR

Explain what differential threshold approach (just noticeable different-jnd) is, and why this approach is attractive to companies who are interested in changing the company logo, product size or packaging, and prices. (20 marks)

QUESTION FIVE

Failing to remember is a common occurrence in the context of product purchase and consumption which translates into lost sales and profits of the company. Explain how company can use the approaches given as below in helping consumers to remember.

(i) Use retrieval cues (4 marks)
(ii) Use Easy-to-Remember Stimuli (4 marks)
(iii) Use reminders (4 marks)
(iv) Use closure (4 marks)
(v) Put Consumers in a Good Mood (4 marks)

Illustrate your answer with one specific product category as an example.

(Total: 20 marks)

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